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# LETTER FROM THE PRESIDENT

04



I moved to Rincon Hill more than a decade ago. I could not be more excited about the growth of the East Cut in the five years of the CBD's existence. It is rare to have the opportunity to forge a new neighborhood in a city with such a rich history. Many of you took advantage of that opportunity in 2020 through your support of the CBD's volunteer and fundraising efforts. Thank you! In the year to come, I ask that you continue to join us in building the East Cut into a safe, prosperous, and welcoming neighborhood.

WITH APPRECIATION,

A handwritten signature in black ink that reads "Katina Johnson". The script is fluid and cursive.

President,  
Board of Directors,  
The East Cut CBD

05

DEAR NEIGHBOR,

As was the case for all of us, The East Cut Community Benefit District (CBD) faced unprecedented challenges in Fiscal Year 2019-20. I'm incredibly proud of the way our staff, Street Services Team, volunteers, business owners, and neighbors pulled together through the toughest moments to maintain our neighborhood's safety and vitality.

The CBD pivoted to address the effects of the pandemic and wildfires that left this once-bustling neighborhood with empty sidewalks, parks, and restaurants. The emergence of the first large-scale homeless encampment since the launch of the CBD highlighted the importance of having an engaged community and an organization that can represent us at City Hall.

With few exceptions, the CBD maintained clean and safe street services 24 hours a day. We also launched East Cut Eats, a meal-delivery partnership with local restaurants. This initiative saw the highest levels of participation by residents in any CBD effort to date. At the beginning of the pandemic, the community also generously donated funds to provide weekly lunch for our Street Services Team, further supporting restaurants and giving much-deserved appreciation to CBD staff.

Despite the year's difficulties, there were some bright spots in 2020. Guy Place Mini Park was completed, so be sure to stop by if you haven't visited already. Guy Place Mini Park, Salesforce Park, and Emerald Park all remain open to provide a green respite during pandemic restrictions. Through neighbor surveys and community meetings, the CBD is also ensuring that East Cut residents have input into the City's plan for the new Transbay Park, to be built in the middle of the Temporary Transbay Terminal site.

Taking on less-publicized challenges -- including a record haul in trash collection and addressing physical threats to our Street Services Team -- has resulted in a more mature organization that is laser-focused on ensuring the City provides baseline municipal services. The CBD staff has forged a strong relationship with District 6 Supervisor Matt Haney and taken the lead on creating a consortium of CBDs that face similar street challenges. The initiative has allowed us to present a united front when coordinating services with the City.

This year's Annual Report will give you the full scope of the CBD's management of the East Cut. As we enter 2021, we will continue to work to ensure the next major neighborhood park -- Under Ramp Park -- is funded and built, and continue to drive programs to improve the economic viability of our community. We will, of course, continue to provide round-the-clock street maintenance and safety programs.

Whenever you see a need for street service, please contact our Dispatch center at 415.543.8223 or [dispatch@theeastcut.org](mailto:dispatch@theeastcut.org). Also, sign up for our email list on the [theeastcut.org](http://theeastcut.org) website for volunteer opportunities, neighborhood updates, invitations to public/virtual events, and more.



# MISSION



Above: A child enjoys the play area in Salesforce Park.

The East Cut Community Benefit District works to advance the district's quality of life for residents, workers, and visitors by providing a safer and more secure community, enhancing environmental quality and beauty, and reinforcing the viability of the neighborhood's economic base.



# DID YOU KNOW?

The East Cut CBD is your neighborhood steward and advocate. We provide cleaning, security, and programming, and work with property managers and the City to make the public realm more enjoyable for all. The East Cut CBD committee meetings, including street services, parks and greenspace, and economic development, are open to the public, and we welcome all members of the community to attend!

The East Cut CBD pays 80% of the maintenance and programming of Salesforce Park. This includes fitness, music, children's activities, art, plant maintenance, operations, and more! We hold monthly Salesforce Park Committee meetings that are open to the public and welcome anyone to come and share their thoughts and ideas.

POPOS (Privately Owned Public Open Spaces) are private property and the responsibility of the property owner to maintain. The East Cut Services Team provides a presence adjacent to these spaces, but we cannot enter any private property to clean or engage with individuals.

The playground at Emerald Park can be used to host children's birthday parties. The East Cut CBD provides the funding for Emerald Park maintenance, and has hosted family-friendly holiday events in the past on Easter, Halloween, and Christmas.

There is a 2.4-acre park planned for the empty parcels under the Transit Center bus ramp. Under Ramp Park will span 3-blocks, and feature sports courts, a dog park, swings attached to the Transit Center bus ramp, and a beer garden! You can learn more about Under Ramp Park and pledge to support fundraising for the park on our website. Help The East Cut get the park built and open by 2025!

Planning for Guy Place Mini Park, the district's newest park, started in 2007, prior to the existence of some of the neighborhood's biggest tech companies, like Slack, FitBit, and Databricks. The 4,000 square foot pocket park opened in June and has quickly become a spot of contemplative respite for residents of the district.







# COVID-19 UPDATE

The East Cut CBD had many initiatives planned for FY19-20, with advancement of the SoDA Plan and East Cut Street Life Plan, to construction of The East Cut Community Garden, and development of a District Merchants Association. However, much like the entire world's plans, COVID-19 created a dramatic shift in organizational priorities. While the first half of FY19-20 saw the first East Cut CBD-sponsored event in Salesforce Park with the "Cut Above Happy Hour", an active second-annual Sunday Streets on Folsom Street, and a festive Halloween celebration for families in Emerald Park, the second half of the fiscal year saw the opposite.

With administrative staff moving to work-from-home full-time starting in March, and our Services Team instituting new PPE requirements and safety protocols to keep staff safe, work continued, albeit in modified fashion, to provide essential services to the neighborhood – for the most part uninterrupted.

The key component to The East Cut CBD's continuation of service was the "essential" designation of our Services Team. While the City instituted a full shelter-in-place directive in March for non-essential work, the Cleaning Ambassadors and Team Leads showed up day in and out to pack up the sudden and unprecedented number of bulky items left on the sidewalks and stay atop of the increase in graffiti due to boarded-up ground floors and lack of foot traffic. This work resulted in the neighborhood being one of the cleanest in the City, and perhaps more importantly, ensured that the neighborhood's suddenly quiet streets remained among the City's safest for residents both during the day and at night.

For the administrative staff at the CBD, it became increasingly apparent that a greater focus on engagement with the community and support for local businesses would be required. Committee and Board meetings were quickly moved to the virtual Zoom format, and staff worked with OCII, the TJPA, and other City departments to make sure key initiatives were able to continue. Transbay Block 3 Park was one such project for which the CBD wanted to ensure continued engagement. The first community meeting occurred just before the shelter-in-place order, and staff pressed OCII and the City to continue the outreach process virtually so that the project did not lose momentum.

With regard to local business initiatives, the team saw an opportunity to expand business contacts while also supporting local restaurants now that the daily lunchtime crowd was no longer in the neighborhood. Through conversations with the Economic Development and Executive committees, East Cut Eats was born, and over a 15-week period, staff and volunteers helped deliver meals to residents free of charge. Not only did the effort provide a bit of income for local restaurants, it helped introduce residents to the great assortment of eateries that exist in the neighborhood.

As we continue to navigate this new socially-distanced reality and the need for more innovative approaches to stakeholder engagement, The East Cut CBD will forge ahead with best practices for providing essential services to the district while also enhancing neighborhood vitality. The organization remains nimble, and has been able to achieve goals while operating through the uncertainties that lie ahead.



# HIGHLIGHTS & ACCOMPLISHMENTS

The core function of the CBD is to ensure that public rights-of-way in the district are clean, safe, and welcoming. Fiscal Year 2019-20 was the fourth full year of The East Cut CBD's operations, and continuing accomplishments from last year, we maintained our expanded cleaning service hours and nighttime security patrols for better efficiency.

Following are a few more highlights from across the CBD's program areas during the past year:

- Wrapped The East Cut Services Team truck with branded iconography to help the neighborhood better recognize our team in the field, emphasize identity, and deter poor street behavior.
- Created and distributed a neighborhood 'Welcome Packet' to property managers to inform new residents about the CBD and the services we offer.
- Secured a \$50K City budget addback from District 6 Supervisor Matt Haney to supplement overnight sidewalk pressure washing.
- Continued holding Property Manager meetings for over 100 district managers to update on CBD services and answer questions.
- Maintained Services Team presence in neighborhood during start of COVID-19, with full service returning May 2020.
- Installed five new Big Belly trashcans in the neighborhood with a grant from the SF Office of Economic & Workforce Development. The cans are tamper-proof and have internal compaction so more trash can be collected without overflowing. We also partnered with San Francisco artist fnch to produce artwork for the side panels, transforming mundane street furnishings to public art for the community.

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The East Cut CBD initiated a number of programs to improve and advocate for district open space. We continued working with the San Francisco Planning Department to finalize the South Downtown Design + Activation (SoDA) Plan which will inform streetscape upgrades and activation strategies for years to come. The CBD also:

- Held family-friendly holiday events for Halloween in Emerald Park and Christmas in Salesforce Park, bringing community use and enjoyment to our greenspaces.
- Worked with Gensler to peer review and provide strategies for completing The East Cut Street Life Plan, which will recommend sidewalk improvements and public events over the next five years.
- Worked with the Transbay Joint Powers Authority (TJPA) and Biederman Redevelopment Ventures (BRV) to adjust Salesforce Park programming in light of COVID-19 Shelter-in-Place Orders.
- Secured a \$25K grant from the City's Community Challenge Grant program to help build the Essex Street Community Garden.
- Continued advocacy for Transbay Block 3, which will become The East Cut's central neighborhood park. Participated in the first community meeting with OCII and SF Public Works.
- Painted graphics and planted boxwood and flowers in empty concrete planter boxes owned by the TJPA on the Natoma Transit Center Gateway, just east of 2nd Street.
- Partnered with DocuSign and Toaster employees to paint a mural on the Caltrans wall under the I-80 off-ramp on Essex Street with paint donated by Benjamin-Moore.

The CBD expanded its programs to reinforce the neighborhood's economic base by promoting local businesses and producing pop-up events to provide opportunities to gather and build community while introducing the public to The East Cut CBD's services. The CBD:

- Held our first mask distribution event in the neighborhood, handing out free cloth masks to neighbors to protect against COVID-19 transmission, and sold East Cut-branded masks to raise funds for future programming.
- Continued highlighting new and existing local businesses in our monthly newsletter.
- Led the formation of a Districts Consortium with all San Francisco CBDs/BIDs to advocate at the highest levels of City government for clean and safe streets in San Francisco.
- Worked with The New Company and David Begler to develop, produce, and hang new light pole banners throughout the neighborhood to reinforce neighborhood identity and inform residents and visitors of neighborhood features.

1 Supervisor Haney and Mayor Breed speak at The Avery ribbon cutting in January.

2 The East Cut CBD new light pole banners dot the east side of Beale Street.

3 Natoma Transit Center Gateway planters.

4 Services Team member Terrill Clayton assists at our mask distribution event.







# SERVICES & STATS



James Laqui, The East Cut Services Team Operations Manager, greets neighbors in the district.

The CBD Street Services and Safety Team works in The East Cut district 24-hours a day, seven days a week to ensure our neighborhood’s sidewalks and public open spaces are clean, safe, and inviting. The CBD also leverages assessment dollars by raising additional funds for cleaning, providing community programming, collaborating with City leaders to address district-wide challenges, and elevating the residential and business profile of The East Cut.

**CLEANING AND MAINTENANCE.** The CBD’s street services crew provides daily cleaning and beautification: sidewalk sweeping, power washing, graffiti abatement, topping off City trash cans, weeding tree basins and sidewalk cracks, and spot-cleaning health hazards. Cleaning services are provided every day from 5:30am to 10:00pm.

**SECURITY.** More than 100,000 residents, employees, and visitors move through The East Cut district every day. To ensure a safe environment, we are the only district in the City to offer 24/7 neighborhood security. Our patrol teams cover the entire CBD to deter crime and communicate with private building security personnel and SFPD for effective, coordinated action.

**COMMUNITY GUIDES.** Along with our Clean and Safe Teams, the CBD fields community guides who offer assistance and directions to locals and visitors. Operating as the “eyes and ears” of The East Cut from 5:30am to 10:00pm, our guides connect individuals with services, respond compassionately to calls for homeless outreach, and ensure that the district operates smoothly.

**PARKS AND GREENSPACE.** The CBD helps plan and maintain public parks, rain gardens, sidewalk landscaping, and street trees. In partnership with TJPA, the CBD also oversees maintenance and programming of Salesforce Park. And while awaiting construction of additional park spaces, the CBD works to highlight and activate privately-owned public open spaces (POPOS) for the enjoyment of district residents, workers, and visitors.

**COMMUNITY PROGRAMMING.** The East Cut CBD hosts a variety of arts and cultural events throughout the year to answer community requests for neighborhood activities. These events are open to everyone and provide social and business connections for all East Cut stakeholders.

**MARKETING.** We promote The East Cut CBD’s services and events through our district newsletters, social media, website, and district-wide street banner campaign.

Learn more at: [www.theeastcut.org](http://www.theeastcut.org)

1,369

Public calls for clean and safe service responded to.  
2,115 in FY18-19

7,821

City trash cans topped.  
8,845 in FY18-19

3,221

Instances of graffiti removed.  
6,571 in FY18-19

208,625

Pounds of garbage removed. (Does not include bulky items.)  
236,372 in FY18-19

1,787

Needles removed.  
2,329 in FY18-19

6,605

Instances of outreach to homeless individuals.  
6,552 in FY18-19





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- 1 Team Lead Jaleel Gistand looks on over the Harrison Street bridge.
- 2 Services Ambassador Jerry Harrison walks his route on Beale Street.
- 3 Services Ambassador Jerry Harrison sweeps the gutter on Folsom at Main.
- 4 Service Ambassador Rashid Jamerson uses a hydroshot to clean the new dog relief area at Guy Place Mini Park.
- 5 Team Lead John Harthoorn paints over graffiti on a garage door.
- 6 The East Cut CBD services truck full of items collected one morning.



# THE POTENTIAL FOR GREEN



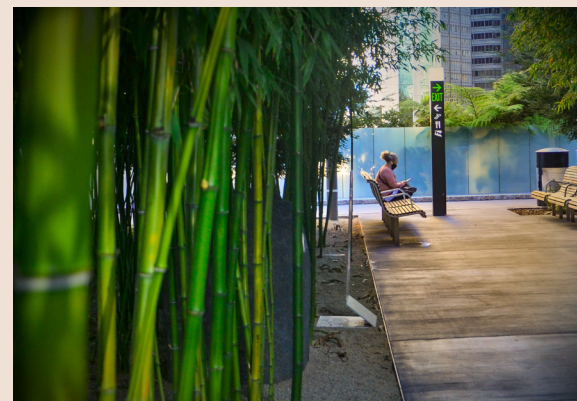
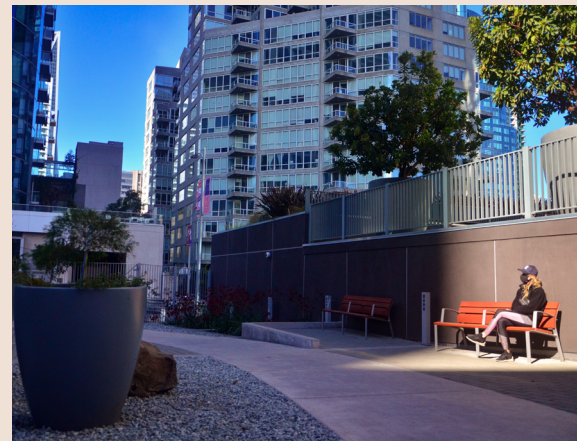
Above: The future home of Under Ramp Park b/w Tehama and Howard streets.

If sheltering in place has taught San Franciscans anything, it's that our outdoor spaces are critical to maintaining mental health – and due to the increased COVID-19 risks associated with congregating indoors – our physical health as well. When shelter-in-place ends, the draw to our outdoor spaces will be stronger than ever, as City residents crave safe, social gatherings outdoors.

Boasting some of the newest and most exciting public open spaces in the City, the East Cut will be at the forefront of this move towards leveraging open space for the safe enjoyment of all who live and visit our neighborhood. As profiled in last year's annual report, Salesforce Park is the City's premier open space destination and boasts 5.1-acres of outdoor leisure for residents, workers, and visitors. Pending public health orders, the CBD is hopeful that programming will resume in FY20-21, however, the park does remain open to visitors. Other neighborhood parks also provide a perfect escape from being confined indoors.

Guy Place Mini Park, which was completed at the end of FY19-20, is a pocket park situated behind the skyscrapers on Folsom Street. As the name would suggest, the park is just 4,000 square feet of green and granite located on Guy Place, but this little oasis packs a punch! One of the few undeveloped parcels left on Rincon Hill, the park land was acquired by the City of San Francisco in 2007, and after a robust community input and outreach process and construction phase that spanned many years, the park was opened a few months after the shelter-in-place began and has quickly become a place of contemplative respite for residents. The space is broken up into three “rooms” that include ornamental plantings, vine columns, comfortable benches, and the entire park is tied together with granite pavers. Visitors can access the park every day from 8:00am to 8:00pm.

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Emerald Park, the neighborhood's first public park, continues to be a destination for residents, particularly those with children. It provides a large lawn and playground that accommodates community events just as well as it accommodates running and jumping children during daily play. Sometimes overlooked because of the park's fencing, this park is open to the public and remains a great space in the neighborhood.

One of two parks currently in development is Under Ramp Park – a 2.4-acre park planned for the vacant parcels under the Salesforce Transit Center bus bridge and Fremont Street I-80 off-ramp. The park parcels are bound by Howard and Folsom streets to the north and south, and Fremont and Oscar streets to the east and west, respectively. Schematic design for the park was completed by CMG Landscape Architecture in 2018, and The East Cut CBD, as mandated by our Management Plan, will be the operator of the park. Once built, Under Ramp Park will be a cutting-edge neighborhood-serving park in the district, providing a large dog park space, a community building, a beer garden, children's playground, and many spaces for the lunch crowds, evening and weekend events, and general relaxation. With a schematic design in hand, the CBD has worked with OCII to develop a yearly park operations and maintenance budget and will launch a fundraising campaign in January 2021 to ensure proper funding is allocated for yearly programming, security, and maintenance. Once initial funding is secured, the TJPA will authorize CMG to continue the design development and construction drawings. The East Cut CBD hopes to see construction begin on Under Ramp Park by 2023, and the park opened by late 2024!

The final park currently under development is Transbay Block 3 Park – a 1-acre space that will be located in the middle-third of the currently-vacated Temporary Transbay Terminal site bound by Main, Folsom, Beale, and Howard streets. Given the small footprint of the park, the design of the space emphasizes its status as a respite from the glass towers that define the neighborhood. Current designs call for larger tree canopies on the edges that help frame a communal space in the center, that includes a native meadow and movable tables and chairs. San Francisco Public Works, along with OCII and SFRPD will complete the community outreach and schematic design process in the Fall of 2020, and construction of the park should begin in 2022.

The three open parks help to define The East Cut as one of San Francisco's premier neighborhoods for public open space, and with the two additional parks on the way and a community garden in the works, the district has the potential to have the most eclectic mix of open space in the entire City, providing a safe space for physically-distanced congregation.



# LEVERAGING YOUR DOLLARS

The East Cut Community Benefit District must raise non-assessment funds for the portion of district benefits enjoyed by the general public. Each year the CBD exceeds its fundraising required for services, and in FY19-20 raised an additional 4.30 cents for every assessment dollar received:

## \$50,280

in corporate donations and City grants

- \$34,000 from Google, Jay Paul Company, DoorDash, Okta, Slack, and Columbia Property Trust for the Services Team Resiliency Fund.
- \$7,700 from OEWD for 5 Big Belly trash cans.
- \$6,450 from Google through their employee donation matching program.
- \$2,130 from DocuSign to support the Essex Street wall mural.

## \$12,128

value of individual donations

- \$9,000 in donations to The East Cut CBD general activities.
- \$3,100 for the Services Team Lunch Fund.

## \$19,026

value of in-kind donations

- One permanent parking space at Rincon Green for clean team staff.
- 15 cases of beer from Fort Point Beer Co.
- Three hours of live music performance.
- 76 hours of Salesforce and WordPress development services.

## 263 lunches

served to our Services Team

- Fayala Restaurant & Catering at 215 Fremont provided lunch to our cleaning and safety ambassadors 263 days in 2019-20.

## 514 hours

volunteered towards committees and CBD programs

- 474 hours volunteered by 29 board directors and committee members at meetings.
- 40 hours volunteered by 1 neighborhood resident for Sunday Streets event coordination.

## Other donations

received from CBD supporters

- 12 Fitness SF gym memberships for The East Cut CBD staff and Services Team.
- 10 gallons of paint from Benjamin Moore for the Essex Mural.
- Meeting space at Golden Gate University and DocuSign's headquarters to host The East Cut CBD board meetings.

Right: The new Mira residential tower by Studio Gang at Spear and Folsom streets.



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# LOOKING AHEAD

As we close the book on FY2019-20, we look ahead to a year that will continue to require our collective commitment to safely navigate the COVID-19 pandemic. Our neighborhood will still feel quiet for some time, without the normal vibrancy of office workers, residents, visitors, restaurants, and events. But we look to 2021 with optimism.

The sights and sounds of our neighborhood will return. But we also will plan for a different future and look at this coming year as an opportunity to build a better and more equitable neighborhood and city. The East Cut CBD's core priorities will remain clean and safe streets, economic recovery, and advancing promised public spaces like Under Ramp Park.

Twenty-four hours a day, The East Cut CBD will be on the ground doing its job. Many of you have taken a moment to say "hi" to your East Cut team, but if you haven't, we encourage you to do so. You will be impressed by our team member commitment and pride in the neighborhood.

The East Cut CBD team has proven to be capable of nimbly responding to the evolving changes resulting from COVID to ensure the provision of our critical clean and safe services. We will always be the eyes on the street despite less foot traffic and activity. In anticipation of auto and bus traffic returning, in 2021 we will work to improve bike and pedestrian safety in the neighborhood, and highlight our advocacy work by launching an educational campaign to align with new bike and pedestrian infrastructure installed in the neighborhood.

The East Cut CBD will continue to focus on neighborhood retail in 2021 by promoting neighborhood merchants as well as supporting opportunities to safely offer retail services – be they in parklets, sidewalk seating areas, or at the Temporary Transbay Terminal site. The CBD will launch a new

programming series in vacant retail spaces to provide some vibrancy to the neighborhood and fill gaps created by COVID. A neighborhood is not built on retail alone, but without question, active and vibrant ground floors are key to people feeling safe and proud of their neighborhood.

The East Cut CBD's most ambitious goal for 2021 is the launch of a community-wide campaign to raise \$3 million to support the first five years of Under Ramp Park's operating expenses. This long-planned park will be a linchpin in the neighborhood, providing recreation space for families, pet owners, sports enthusiasts, and neighborhood guests. Many of you likely became district champions because of our future suite of parks, from Salesforce Park to Guy Place Mini Park and everything in between. The CBD was formed with the mandate to financially support or provide services to all these spaces; and while Under Ramp Park is still several years away from completion, with The East Cut CBD's fundraising, the park can move forward into construction and opening.

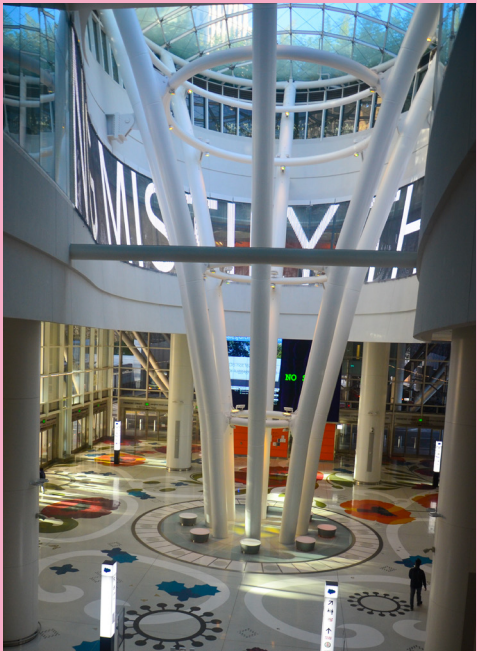
While we execute our fundraising plan for Under Ramp Park, we will also work on other, nearer-term park and open space projects. The East Cut CBD expects to develop and open a community garden on a vacant parcel on Essex Street, and we will continue to partner with the Office of Community Investment and Infrastructure, Public Works, and the San Francisco Recreation and Parks department to finalize the design of the neighborhood's central park coming to Transbay Block 3. Meanwhile, the CBD will advance tactical projects throughout the neighborhood to support our existing inviting public spaces.

Please join us this year by attending a community meeting or sending us your thoughts. Together we are shaping this exciting, singular neighborhood!

Right: Construction of the Folsom Streetscape continued this year, and Avery Lane opened to the public.







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- 1 The Oculus in the Salesforce Transit Center Grand Hall.
- 2 Artist Heather Day's new mural on 580 Howard Street.
- 3 A resident takes a break at the newly opened Avery Apartments.
- 4 Visitors capturing a moment with public art at 555 Mission.

# BUDGET &

## JULY 2019 – JUNE 2020 ACTUALS

INCOME	ACTUALS	BUDGET	OVER / (UNDER) BUDGET
Assessments	\$ 4,148,559.00	\$ 4,071,215.00	\$ 77,344.00
Fundraising/In-Kind	\$ 99,777.00	\$ 362,500.00	\$ (262,723.00)
Interest	\$ 79,404.00	\$ 34,025.00	\$ 45,379.00
Other Income	\$ 8,937.00	\$ 0.00	\$ 8,937.00
TOTAL INCOME	\$ 4,336,677.00	\$ 4,467,740.00	\$ (131,063.00)

EXPENSES	ACTUALS	BUDGET	OVER / (UNDER) BUDGET
Public Safety	\$ 776,141.00	\$ 926,642.00	\$ (150,501.00)
Cleaning & Maintenance	\$ 1,008,769.00	\$ 990,532.00	\$ 18,237.00
Parks & Greenspace	\$ 1,181,453.80	\$ 1,877,818.00	\$ (696,364.20)
Salesforce Park	\$ 190,321.20	\$ 581,699.00	\$ (391,377.80)
Economic Development	\$ 192,248.00	\$ 125,378.00	\$ 66,870.00
Management & Operations	\$ 356,930.00	\$ 301,675.00	\$ 55,255.00
TOTAL EXPENSE	\$ 3,705,863.00	\$ 4,803,744.00	\$ (1,097,881.00)

Revenue Over Expenses	\$ 630,814.00	\$ (336,004.00)	\$ 294,810.00
Prior Year Carryover	\$ 0.00	\$ 336,004.00	\$ (336,004.00)
TOTAL CARRYOVER	\$ 630,814.00	\$ 0.00	\$ (41,194.00)

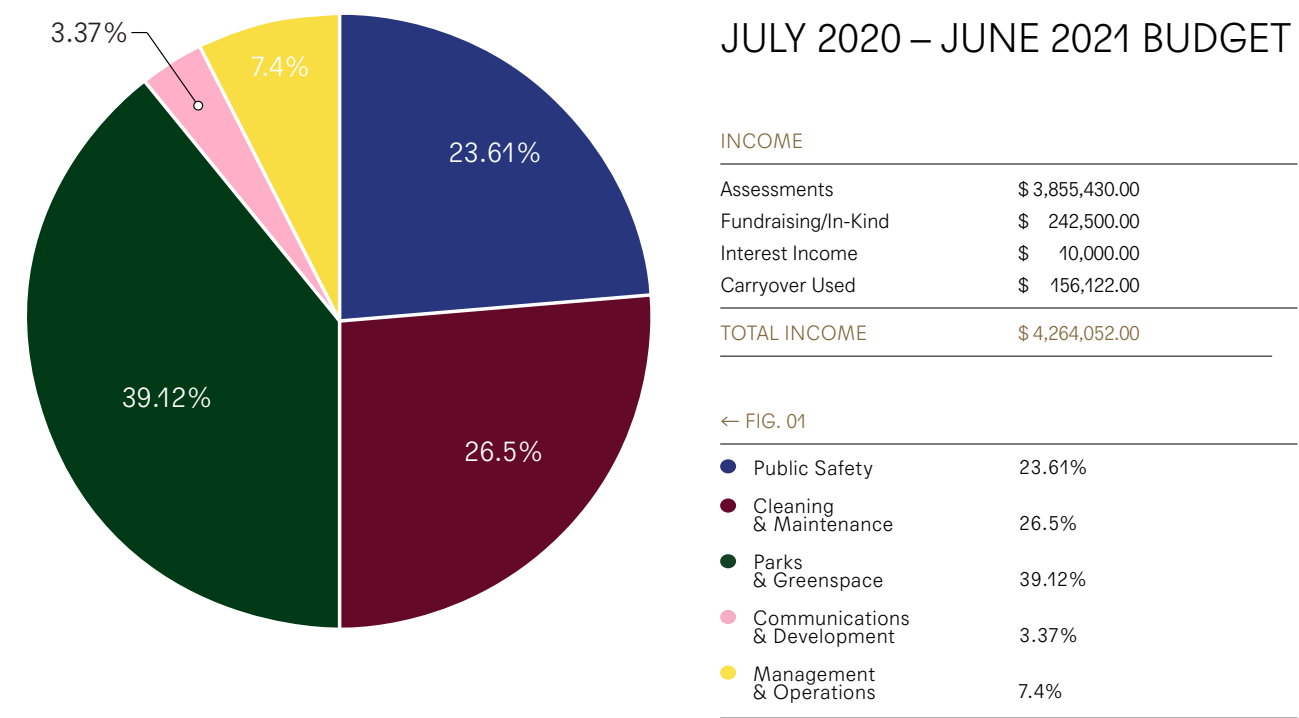
## JULY 2019 – JUNE 2020 BALANCE SHEET

ASSETS	
Cash in Bank	\$ 2,018,713.00
Accounts Receivable, Net	\$ 75,053.00
Investments	\$ 3,414,064.00
Capital Assets	\$ 3,220.00
TOTAL ASSETS	\$ 5,511,050.00

LIABILITIES	
TOTAL LIABILITIES	\$ 922,465.00
TOTAL NET ASSETS (CARRYOVER)	\$ 4,588,585.00
TOTAL LIABILITIES & NET ASSETS	\$ 5,511,050.00

# BALANCE SHEET

## JULY 2020 – JUNE 2021 BUDGET



## PROJECTED CARRYOVER DISBURSEMENT

CARRYOVER	AS OF 6.30.20	BUDGETED FOR FY20 – 21	BUDGETED FOR FUTURE YEARS
Public Safety	\$ 725,827.20	\$ -	\$ 725,827.20
Cleaning & Maintenance	\$ 510,425.96	\$ -	\$ 510,425.96
Parks & Greenspace	\$ 1,139,742.95	\$ -	\$ 1,139,742.95
Salesforce Park	\$ 1,995,185.92	\$ -	\$ 1,995,185.92
Communications & Development	\$ 125,657.12	\$ -	\$ 125,657.12
Management & Operations	\$ 91,745.85	\$ -	\$ 91,745.85
TOTAL	\$ 4,588,585.00	\$ -	\$ 4,588,585.00



# ASSESSMENT METHODOLOGY & CALCULATION

Each property within the CBD’s boundaries pays a special assessment proportional to its share of the cost of the district’s services. The assessment is based on a formula that determines the property’s special benefit.

- An individual parcel’s annual assessment can be calculated in three steps:
1. Determine the parcel’s land use and proximity to Salesforce Park to find out the assessment rate.
  2. Add parcel lot square footage plus building square footage.
  3. Multiply by the appropriate assessment rate.

$$(\text{PARCEL LOT SQUARE FOOTAGE} + \text{BUILDING SQUARE FOOTAGE}) \times \text{ASSESSMENT RATE} = \text{ANNUAL PARCEL ASSESSMENT}$$

**EXAMPLES:** For land uses more than 500 feet from Salesforce Park (excluding affordable housing and non-profit uses) with a 10,000 square foot lot and 100,000 square foot building, the calculation is:

**FY2019/20**  
 $(10,000 + 100,000) \times \$0.08571 = \$9,428$   
annual parcel assessment

**FY2020/21**  
 $(10,000 + 100,000) \times \$0.08828 = \$9,711$   
annual parcel assessment

All land uses within 500 feet of Salesforce Park, excluding commercial properties adjacent to the park:

**FY2019/20**  
 $(10,000 + 100,000) \times \$0.12673 = \$13,940$   
annual parcel assessment

**FY2020/21**  
 $(10,000 + 100,000) \times \$0.13053 = \$14,358$   
annual parcel assessment

Commercial buildings adjacent to Salesforce Park:

**FY2019/20**  
 $(10,000 + 100,000) \times \$0.18032 = \$19,835$   
annual parcel assessment

**FY2020/21**  
 $(10,000 + 100,000) \times \$0.18573 = \$20,430$   
annual parcel assessment

Commercial buildings adjacent to Salesforce Park and with a connecting bridge:

**FY2019/20**  
 $(10,000 + 100,000) \times \$0.20711 = \$22,782$   
annual parcel assessment

**FY2020/21**  
 $(10,000 + 100,000) \times \$0.21332 = \$23,465$   
annual parcel assessment

Affordable housing and non-profit uses more than 500 feet from Salesforce Park:

**FY2019/20**  
 $(10,000 + 100,000) \times \$0.06428 = \$7,071$   
annual parcel assessment

**FY2020/21**  
 $(10,000 + 100,000) \times \$0.06621 = \$7,283$   
annual parcel assessment

## THE EAST CUT CBD STAFF SPOTLIGHT

### EMILY TZOUANAKIS, ADMINISTRATION & STRATEGIC COMMUNICATIONS MANAGER



Emily joined The East Cut Community Benefit District in April 2020, just as COVID-19 began to ramp up and the shelter-in-place order was issued by Mayor Breed. As such, Emily had to start her new role with the CBD remotely, introduced to some of her colleagues only through Zoom meetings. Nonetheless, Emily has been an extremely welcomed addition to the team, helping the organization map a strategic vision for social media, refine our weekly board newsletters and monthly district newsletters, and manage how the CBD responds to community stakeholder requests for information. You may have even met Emily in the neighborhood, as she spearheaded our mask giveaway events earlier this year, and is a resident at Millennium Tower. Emily brings a smile and positive attitude to the digital workplace on a daily basis, and has added to the professional pedigree of our team. Be sure to reach out to Emily or any other staff in the office should you have questions, comments, or suggestions for the neighborhood!

## THE EAST CUT CBD BOARD OF DIRECTORS 2019–2020

- Katina Johnson, **President**, Resident  
Dan Coming, **Vice President**, Resident  
Tony Birdsey, **Secretary**, Tishman Speyer  
Amy Arbuckle, **Treasurer**, The Clancy by Marriott  
Matt Lituchy, **Past President**, Jay Paul Company
- Larissa Acosta, Resident  
John Cornwell, Resident  
Katie Darling, Kilroy Realty  
Tamsen Drew, Salesforce  
Leah Edwards, Resident  
Daniel Esdorn, Hines  
Helen Han, Boston Properties  
Chema Hernández Gil, Resident  
Mike Koperski, Golden Gate University  
Jessica Legault, Mercy Housing  
Wendy Lieu, Socola Chocolatier  
Sally Oerth, Office of Community Investment & Infrastructure  
Lauren Post, Resident  
Erin Roseman, Transbay Joint Powers Authority  
Nabiel Musleh, Harlot Lounge  
Jonathan Shum, Related Companies

## THE EAST CUT CBD COMMITTEES

Audit, Bylaws, Economic Development, Executive, Finance & Development, Neighborhood Parks & Greenspace, Nominating, Personnel & Operations, Salesforce Park, Street Services & Safety

## THE EAST CUT CBD STAFF

- Andrew Robinson, **Executive Director**  
Mike Rieger, **Deputy Director**  
Garrick Mitchler, **Public Realm Maintenance & Operations Manager**  
Pierre Lagarde, **Fundraising & Development Manager**  
Emily Tzouanakis, **Administration & Strategic Communications Manager**

The East Cut CBD would like to thank the individuals and organizations below for their financial contributions and in-kind support in 2019–2020. Their generosity allowed us to provide services and events that improved and enlivened the district.

Cristian Azcarate, Dan Coming, Shelley Costantini, City and County of San Francisco, Columbia Property Trust, District 6 Supervisor Matt Haney, DocuSign, DoorDash, Carla Emil, Debra Engel, Fayala + Jamel Bouzidi, Fitness SF, Fort Point Beer Co., John Fry, Google, Diping Huang, Jay Paul Company, Judy Heyboer, Katina Johnson, Barbara Jue, Tom Kolbeck, Matt Lituchy, Nancy & Christopher Meyer, Office of Community Investment and Infrastructure (OCII), Office of Economic and Workforce Development (OEWD), Okta, Kristina Razmara, Rincon Green, Slack, Toaster, Transbay Joint Powers Authority (TJPA), Andrew Van Wart

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